STUDENT UNION
UNLV
“Preliminary & Advisory”
05.06–05.07.2019
AGENDA:

1. RESEARCH OVERVIEW

   B+D: Demand Based Programming + Financial Model Status
   ENVISION: Foodservice Programming Update
   WORKSHOP: Qualitative Research Update

   Committee's Reaction?

2. EMERGING PROGRAM DRIVERS

   Is anything missing?
   Does this reflect UNLV's Priorities

3. ONE UNION VS TWO UNION OPTION

   Committee's Reaction?
   Which Option(s) should we develop

4. FEE SENSITIVITY TESTING

   Which options should we test?

5. FUTURE VISITS

SIMPSON COULTER | WORKSHOP

MAY 6-7, 2019
WE HAVE MET WITH 899 REBELS AND COUNTING…
STUDENT/ STAFF GROUPS REPRESENTED

Rebel Events Board o Residence Hall Association o Veteran Students o CSUN – Undergraduate Student Government o Game Room Users o Multicultural Greek Organization o GPSA Graduate Student Government o Intersection o Student Involvement & Activities Staff o Service Learning & Leadership o SDSJ Student Diversity & Social Justice o Recreation Center Staff o Student Affairs Maintenance o Bookstore o IT / Computer Lab / Rebel Card o Retail Vendors o UNLV Police o Aramark Food Service o Admissions / Enrollment o Housing Residential Life o Event VIP Clients o Campus Life Technology o InterFraternity Council o SODA / SEED o Architecture Students o Architecture Faculty o UNLV Athletics o Women’s Center o Student Union Custodial Team o Recycling & SSC o UNLV Dining Committee o SUES Student Staff o Campus Life Business Office o Parking Services…
DEMAND BASED PROGRAMMING + FINANCIAL MODEL STATUS
Survey Findings

- Survey Live from March 28th – April 12th
- 2,720 Total Respondents (10% of Emailed Population)
- 1,714 Total Completions

86% Respondents Indicating Full Time Status

22 Average Age of Respondents

- On Campus
- Off Campus
10% Respondents Live On Campus

90% Respondents Live Off Campus

Avg. One-Way Commute Time (Miles): 11

Avg. One-Way Commute Time (Minutes): 25
Number of Visits & Time Spent in the SU

- Avg. Number of Visits to the Student Union All Students: 2.5
- Avg. Number of Visits to the Student Union On Campus: 3.8
- Avg. Number of Visits to the Student Union Off Campus: 2.4
- Avg. Minutes Per Visit to the Student Union All Students: 38

Frequency of visits & time spent (under an hour) is indicative of a transactional facility and “drop-in” use by students.
Overall Usage of the Student Union

Avg. Visits per Week to the Union
Overall Usage of the Student Union

Survey Findings | Brailsford & Dunlavey

Avg. Minutes Spent per Visit to the Union
**Overall Usage of the Student Union**

Day of the Week and Time Period Students Visit the Union

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 am - 8 am</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>8 am - 11 am</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>5%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>11 am - 1 pm</td>
<td>28%</td>
<td>26%</td>
<td>27%</td>
<td>25%</td>
<td>14%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>1 pm - 4 pm</td>
<td>23%</td>
<td>25%</td>
<td>24%</td>
<td>25%</td>
<td>13%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>4 pm - 6 pm</td>
<td>7%</td>
<td>9%</td>
<td>8%</td>
<td>8%</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>6 pm - 9 pm</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>9 pm - 11 pm</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
### Reasons for Visiting the Student Union

1. **Get Something to Eat (85%)**
2. **To Meet Friends (39%)**
3. **To Attend an Event (31%)**
<table>
<thead>
<tr>
<th>Ranking</th>
<th>Location</th>
<th>All Students</th>
<th>On Campus</th>
<th>Off Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Student Union</td>
<td>66%</td>
<td>68%</td>
<td>66%</td>
</tr>
<tr>
<td>2</td>
<td>Residence Hall/on-campus apartment</td>
<td>12%</td>
<td>60%</td>
<td>7%</td>
</tr>
<tr>
<td>3</td>
<td>Club or organization event</td>
<td>46%</td>
<td>54%</td>
<td>45%</td>
</tr>
<tr>
<td>4</td>
<td>Hazel M. Wilson Dining Commons</td>
<td>11%</td>
<td>49%</td>
<td>7%</td>
</tr>
<tr>
<td>5</td>
<td>Library</td>
<td>61%</td>
<td>46%</td>
<td>63%</td>
</tr>
<tr>
<td>6</td>
<td>Classroom/academic building</td>
<td>47%</td>
<td>44%</td>
<td>47%</td>
</tr>
<tr>
<td>7</td>
<td>Off-campus restaurant/club</td>
<td>33%</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td>8</td>
<td>Off-campus apartment/house</td>
<td>28%</td>
<td>22%</td>
<td>28%</td>
</tr>
<tr>
<td>9</td>
<td>Off-campus/community event</td>
<td>20%</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>10</td>
<td>Other (please specify)</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Primary Spaces
Secondary Spaces

Survey Findings | Brailsford & Dunlavey

n=2,523
Reasons for Not Visiting the Student Union

1. Building is too Crowded (44%)
2. Location is not convenient (40%)
3. No Parking/Not Enough Parking Nearby (33%)
Places Most Often Go to **Study**

1. My Room or Apartment (79%)
2. Library (61%)
3. Classroom / Academic Building (26%)
## Places Where Students Study Most Often

<table>
<thead>
<tr>
<th>Place</th>
<th>All Students</th>
<th>On Campus</th>
<th>Off Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>My room or apartment</td>
<td>61%</td>
<td>73%</td>
<td>60%</td>
</tr>
<tr>
<td>Library</td>
<td>76%</td>
<td>69%</td>
<td>76%</td>
</tr>
<tr>
<td>Residence hall study lounge</td>
<td>4%</td>
<td>38%</td>
<td>1%</td>
</tr>
<tr>
<td>Classroom/academic building</td>
<td>26%</td>
<td>20%</td>
<td>26%</td>
</tr>
<tr>
<td>On-campus restaurant or coffee shop</td>
<td>6%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Student Union</td>
<td>17%</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>Off-campus restaurant or coffee shop</td>
<td>19%</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>7%</td>
<td>2%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Primary Spaces**

**Secondary Spaces**  

n=2,527
Survey Findings | Brailsford & Dunlavey

Overall Priorities for Expanding & Renovating

Strong overall support with 64% of All Students saying it is a Very High / High Priority to Expand & Renovate

70% of Students Indicated Ecological Practices in Construction & Operations is important in a potential future expansion
Survey Findings | Brailsford & Dunlavey

Future Visits & Time Spent in the SURC

<table>
<thead>
<tr>
<th></th>
<th>All Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.5</td>
<td>Avg. Number of Current Visits to the SURC</td>
</tr>
<tr>
<td>4.0</td>
<td>Avg. Number of Projected Visits to the SURC</td>
</tr>
<tr>
<td>38.4</td>
<td>Avg. Current Minutes Per Visit to the SURC</td>
</tr>
<tr>
<td>62.3</td>
<td>Avg. Projected Minutes Per Visit to the SURC</td>
</tr>
</tbody>
</table>

Frequency of future visits & time each grow significantly if the spaces and services were to be improved to students’ expectations within the feasibility analysis.
Demand Analysis
<table>
<thead>
<tr>
<th>Activity</th>
<th>Space Allocation Based on Prioritization of Demand</th>
<th>Peak Demand</th>
<th>Existing</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Copy / Mail Center</td>
<td>1,400 / 1,600</td>
<td>1,924</td>
<td>792</td>
<td>(608)</td>
</tr>
<tr>
<td>Bookstore</td>
<td>2,700 / 3,000</td>
<td>3,564</td>
<td>0</td>
<td>(2,700)</td>
</tr>
<tr>
<td>Games / Informal Recreation</td>
<td>7,500 / 8,500</td>
<td>10,037</td>
<td>2,495</td>
<td>(5,005)</td>
</tr>
<tr>
<td>Bowling Alley</td>
<td>26 / 30</td>
<td>35</td>
<td>0</td>
<td>(26)</td>
</tr>
<tr>
<td>Computer / Print Kiosk</td>
<td>465 / 550</td>
<td>846</td>
<td>0</td>
<td>(465)</td>
</tr>
<tr>
<td>Small Group Study Rooms</td>
<td>5,300 / 6,200</td>
<td>9,596</td>
<td>0</td>
<td>(5,300)</td>
</tr>
<tr>
<td>Informal Lounge / Gathering</td>
<td>5,300 / 6,300</td>
<td>9,616</td>
<td>5,337</td>
<td>37</td>
</tr>
<tr>
<td>Food Service - Lunch</td>
<td>6,900 / 8,200</td>
<td>12,635</td>
<td>7,352</td>
<td>452</td>
</tr>
<tr>
<td>Convenience Store</td>
<td>475 / 562</td>
<td>864</td>
<td>0</td>
<td>(475)</td>
</tr>
<tr>
<td>Outdoor Lounge Space</td>
<td>3,300 / 4,100</td>
<td>8,259</td>
<td>0</td>
<td>(3,300)</td>
</tr>
<tr>
<td>Coffee Shop</td>
<td>1,400 / 1,700</td>
<td>3,472</td>
<td>843</td>
<td>(557)</td>
</tr>
<tr>
<td>Grab and Go - Lunch</td>
<td>700 / 1,000</td>
<td>2,790</td>
<td>0</td>
<td>(700)</td>
</tr>
<tr>
<td>Food Service - Breakfast</td>
<td>1,400 / 1,900</td>
<td>5,569</td>
<td>7,352</td>
<td>5,952</td>
</tr>
<tr>
<td>Grab and Go - Breakfast</td>
<td>400 / 500</td>
<td>1,423</td>
<td>0</td>
<td>(400)</td>
</tr>
<tr>
<td>Computer Lab</td>
<td>1,000 / 1,300</td>
<td>3,818</td>
<td>1,043</td>
<td>43</td>
</tr>
<tr>
<td>Food Service - Dinner</td>
<td>1,000 / 1,400</td>
<td>3,891</td>
<td>7,352</td>
<td>6,352</td>
</tr>
<tr>
<td>Grab and Go - Dinner</td>
<td>89 / 178</td>
<td>889</td>
<td>0</td>
<td>(89)</td>
</tr>
<tr>
<td>Student Involvement Suite</td>
<td>200 / 400</td>
<td>2,166</td>
<td>0</td>
<td>(200)</td>
</tr>
<tr>
<td>Theater / Auditorium</td>
<td>400 / 800</td>
<td>3,855</td>
<td>4,307</td>
<td>3,907</td>
</tr>
<tr>
<td>Multicultural Center</td>
<td>200 / 300</td>
<td>1,520</td>
<td>0</td>
<td>(200)</td>
</tr>
</tbody>
</table>

1 COMBINED 1: Small Group Study Rooms & Informal Lounge
13,900 / 16,600
5,337
(5,263) to (7,163)

2 COMBINED 2: Food Service Seating at Lunch
6,900 / 8,200
7,352
452
(500) to (848)

3 COMBINED 3: Grab-and-Go Food Areas
3,500 / 4,600
0
(3,500) to (4,600)
FOODSERVICE PROGRAMMING STATUS
My academic classification is:
(Total Respondents – 1,711)

- Freshman, 18.1%
- Sophomore, 19.5%
- Junior, 23.6%
- Senior, 20.4%
- Graduate, 17.1%
- Other, 1.4%

- 91.1% of the Total Respondents live off campus.
- Of the subsamples, 21.0% of the Freshman live on campus.
Midday Population Distribution

- 91.9% of the lunch respondents are on campus during midday.

- The majority of the midday population is in Zone 4 (30.8%) followed by Zone 2 at 20.6% and Zone 5 at 16.6%.

- Only 13.4% of the Total Respondents are in Zone 6 which houses the current Student Union.

- 25.6% of the Graduates indicated that they are not campus during this time period followed by 24.9% who are in Zone 2.
### Midday Market Capture

#### When you are on campus, what do you typically do for lunch?

<table>
<thead>
<tr>
<th>Option</th>
<th>Lunch Respondents (1575)</th>
<th>Freshman (303)</th>
<th>Sophomore (322)</th>
<th>Uperclass Undergrad (709)</th>
<th>Graduate (221)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skip meal</td>
<td>12.1%</td>
<td>13.9%</td>
<td>15.5%</td>
<td>12.3%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Prepare at home/residence/apartment</td>
<td>6.2%</td>
<td>4.3%</td>
<td>5.9%</td>
<td>6.5%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Bring from home</td>
<td>32.1%</td>
<td>25.7%</td>
<td>30.4%</td>
<td>31.0%</td>
<td>46.2%</td>
</tr>
<tr>
<td>Purchase off campus</td>
<td>10.0%</td>
<td>7.9%</td>
<td>7.8%</td>
<td>12.3%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Eat on campus at Hazel M. Wilson Commons</td>
<td>5.0%</td>
<td>11.6%</td>
<td>5.0%</td>
<td>3.0%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Purchase at a dining location within the Student Union</td>
<td>28.1%</td>
<td>32.0%</td>
<td>29.8%</td>
<td>26.9%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Purchase elsewhere on campus</td>
<td>3.6%</td>
<td>2.6%</td>
<td>3.1%</td>
<td>4.0%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Purchase at a food truck</td>
<td>2.0%</td>
<td>0.7%</td>
<td>2.2%</td>
<td>2.7%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Obtain by delivery</td>
<td>0.2%</td>
<td>0.3%</td>
<td>0.0%</td>
<td>0.1%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Other</td>
<td>1.0%</td>
<td>1.0%</td>
<td>0.3%</td>
<td>1.3%</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

#### Additional Observations:

- The top three locations at the Student Union are Panda Express, Soho Sushi Burritos and Subway.
- The top ‘other’ location on campus where respondents prefer to eat is Sidewalk Café (33.3%).
- 12.1% of the respondents skip lunch which is high in our experience.
- The top three reasons for bringing food from home are high on-campus pricing, convenience and to better control diet.
Evening Population Distribution

- 67.7% of the Total Respondents are on campus in the evening.
- The majority of the population are in the academic zones.
- Total Respondent population in Zone 7 with the residence halls increase by 3.5% from midday.
- 22.7% of the Graduates are in Zone 2 and 21.7% in Zone 5.
**Evening Market Capture**

When you are on campus, what do you typically do for dinner?

- **Skip this meal**
- **Prepare at home/residence/ apartment**
- **Bring from home**
- **Purchase off campus**
- **Eat on campus at Hazel M. Wilson Dining Commons**
- **Purchase at a dining location within the Student Union**
- **Purchase elsewhere on campus**
- **Purchase at a food truck**
- **Obtain by delivery**
- **Other**

- **Dinner Respondents (1168)**
  - 22.4% Skip this meal
  - 15.7% Prepare at home/residence/apartment
  - 14.8% Bring from home
  - 17.1% Purchase off campus
  - 10.0% Eat on campus at Hazel M. Wilson Dining Commons
  - 12.7% Purchase at a dining location within the Student Union
  - 1.2% Purchase elsewhere on campus
  - 0.1% Purchase at a food truck
  - 1.0% Obtain by delivery
  - 5.1% Other

- **Freshman (180)**
  - 22.2% Skip this meal
  - 12.8% Prepare at home/residence/apartment
  - 7.2% Bring from home
  - 8.9% Purchase off campus
  - 27.8% Eat on campus at Hazel M. Wilson Dining Commons
  - 16.1% Purchase at a dining location within the Student Union
  - 0.6% Purchase elsewhere on campus
  - 0.0% Purchase at a food truck
  - 0.6% Obtain by delivery
  - 3.9% Other

- **Sophomore (208)**
  - 18.3% Skip this meal
  - 13.5% Prepare at home/residence/apartment
  - 12.0% Bring from home
  - 16.4% Purchase off campus
  - 14.9% Eat on campus at Hazel M. Wilson Dining Commons
  - 17.3% Purchase at a dining location within the Student Union
  - 0.5% Purchase elsewhere on campus
  - 0.0% Purchase at a food truck
  - 0.5% Obtain by delivery
  - 6.7% Other

- **Upperclass Undergrad (525)**
  - 24.2% Skip this meal
  - 17.0% Prepare at home/residence/apartment
  - 15.4% Bring from home
  - 20.8% Purchase off campus
  - 5.3% Eat on campus at Hazel M. Wilson Dining Commons
  - 10.1% Purchase at a dining location within the Student Union
  - 1.0% Purchase elsewhere on campus
  - 0.2% Purchase at a food truck
  - 1.5% Obtain by delivery
  - 4.6% Other

- **Graduate (240)**
  - 21.7% Skip this meal
  - 17.1% Prepare at home/residence/apartment
  - 21.3% Bring from home
  - 16.7% Purchase off campus
  - 3.3% Eat on campus at Hazel M. Wilson Dining Commons
  - 11.3% Purchase at a dining location within the Student Union
  - 2.9% Purchase elsewhere on campus
  - 0.0% Purchase at a food truck
  - 0.8% Obtain by delivery
  - 5.0% Other

- **On campus (24.0%)**

- **The majority of the Freshman (27.8%) eat at the Dining Commons while the majority of the other subsamples skip this meal.**

- **Similar to midday, the top dining locations at the Student Union are Panda Express, SOHO Sushi Burritos, Subway and Taco Bell.**
Late Night Population Distribution

• By late night, only 33.4% of the Total Respondents are on campus.

• The highest population continue to be in Zone 4 at 10.4% followed by Zone 7 at 8.2%.
**Evening Market Capture**

When you are on campus, what do you typically do for a late-night meal or snack?

- **Skip this meal**: 33.5% (Late Night Respondents)
- **Prepare at home/residence/apartment**: 9.4% (Late Night Respondents)
- **Bring from home**: 14.9% (Late Night Respondents)
- **Purchase off campus**: 15.4% (Late Night Respondents)
- **Eat on campus at P.O.D Dining Commons**: 1.1% (Late Night Respondents)
- **Purchase elsewhere on campus**: 14.9% (Late Night Respondents)
- **Purchase at a food truck**: 0.7% (Late Night Respondents)
- **Obtain by delivery**: 2.4% (Late Night Respondents)
- **Other**: 7.8% (Late Night Respondents)

- **Freshman (107)**
  - Skip this meal: 29.0%
  - Prepare at home/residence/apartment: 15.0%
  - Bring from home: 3.7%
  - Purchase off campus: 16.8%
  - Eat on campus at P.O.D Dining Commons: 3.7%
  - Purchase elsewhere on campus: 21.5%
  - Purchase at a food truck: 0.0%
  - Obtain by delivery: 2.8%
  - Other: 7.5%

- **Sophomore (105)**
  - Skip this meal: 39.1%
  - Prepare at home/residence/apartment: 10.5%
  - Bring from home: 7.6%
  - Purchase off campus: 10.5%
  - Eat on campus at P.O.D Dining Commons: 1.0%
  - Purchase elsewhere on campus: 23.8%
  - Purchase at a food truck: 0.0%
  - Obtain by delivery: 2.9%
  - Other: 4.8%

- **Upperclass Undergrad (261)**
  - Skip this meal: 34.1%
  - Prepare at home/residence/apartment: 7.7%
  - Bring from home: 15.3%
  - Purchase off campus: 16.9%
  - Eat on campus at P.O.D Dining Commons: 0.8%
  - Purchase elsewhere on campus: 12.3%
  - Purchase at a food truck: 1.2%
  - Obtain by delivery: 2.7%
  - Other: 9.2%

- **Graduate (137)**
  - Skip this meal: 29.9%
  - Prepare at home/residence/apartment: 8.0%
  - Bring from home: 27.7%
  - Purchase off campus: 16.1%
  - Eat on campus at P.O.D Dining Commons: 0.0%
  - Purchase elsewhere on campus: 8.0%
  - Purchase at a food truck: 0.7%
  - Obtain by delivery: 1.5%
  - Other: 8.0%

- 33.5% of the late night respondents skip this meal, however, 14.9% purchase on campus mostly at P.O.D Dining Commons.
## Important Attributes

Use a scale from 1 to 5 to rate each attribute with regard to its importance to you when deciding where to go for a meal or snack.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rating</th>
<th>1 - Not Important</th>
<th>2 - Somewhat Important</th>
<th>3 - Neutral</th>
<th>4 - Important</th>
<th>5 - Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>The pricing is fair/provides good value for the money (1857)</td>
<td></td>
<td>10.5%</td>
<td>18.0%</td>
<td>67.5%</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>I am able to order, receive, and pay for food quickly (1866)</td>
<td></td>
<td>12.9%</td>
<td>27.5%</td>
<td>56.8%</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>I can purchase food &quot;to go&quot; if I desire (1866)</td>
<td></td>
<td>2.2%</td>
<td>14.8%</td>
<td>52.6%</td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>It is within walking distance at meal time (1855)</td>
<td></td>
<td>3.7%</td>
<td>3.5%</td>
<td>18.4%</td>
<td>32.2%</td>
<td>42.2%</td>
</tr>
<tr>
<td>It serves made-to-order food that I can customize to my preferences (1858)</td>
<td></td>
<td>8.6%</td>
<td>3.4%</td>
<td>27.7%</td>
<td>26.4%</td>
<td>31.8%</td>
</tr>
<tr>
<td>It serves a wide variety of food offerings at one location (1859)</td>
<td></td>
<td>8.4%</td>
<td>6.3%</td>
<td>27.6%</td>
<td>29.8%</td>
<td>27.9%</td>
</tr>
<tr>
<td>It meets my dietary requirements (1875)</td>
<td></td>
<td>18.3%</td>
<td>9.5%</td>
<td>28.3%</td>
<td>18.8%</td>
<td>25.1%</td>
</tr>
<tr>
<td>Nutritional information for menu items is readily available (1866)</td>
<td></td>
<td>19.5%</td>
<td>10.3%</td>
<td>27.5%</td>
<td>21.4%</td>
<td>21.4%</td>
</tr>
<tr>
<td>It has a comfortable dining environment (1872)</td>
<td></td>
<td>12.7%</td>
<td>10.1%</td>
<td>31.4%</td>
<td>27.9%</td>
<td>17.8%</td>
</tr>
</tbody>
</table>
## Important Attributes

Use a scale from 1 to 5 to rate each attribute with regard to its importance to you when deciding where to go for a meal or snack.

- **1 - Not Important**
- **2 - Somewhat Important**
- **3 - Neutral**
- **4 - Important**
- **5 - Very Important**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is a place that offers adequate seating (1662)</td>
<td>16.3%</td>
<td>10.7%</td>
<td>33.2%</td>
<td>22.1%</td>
<td>17.8%</td>
</tr>
<tr>
<td>Allergen information for menu items is readily available (1666)</td>
<td>33.9%</td>
<td>25.5%</td>
<td>13.9%</td>
<td>17.4%</td>
<td></td>
</tr>
<tr>
<td>It is a place where I can meet and socialize with my friends/colleagues (1681)</td>
<td>16.4%</td>
<td>8.8%</td>
<td>31.2%</td>
<td>26.3%</td>
<td>17.9%</td>
</tr>
<tr>
<td>I can order in advance (app. online) (1667)</td>
<td>25.9%</td>
<td>11.7%</td>
<td>30.5%</td>
<td>18.8%</td>
<td>13.2%</td>
</tr>
<tr>
<td>I can use my meal plan or Dining Dollars (1675)</td>
<td>51.5%</td>
<td>6.4%</td>
<td>20.7%</td>
<td>8.6%</td>
<td>13.0%</td>
</tr>
<tr>
<td>It offers organic foods (1660)</td>
<td>35.6%</td>
<td>12.8%</td>
<td>29.3%</td>
<td>12.7%</td>
<td>9.6%</td>
</tr>
<tr>
<td>It offers locally-sourced foods (1666)</td>
<td>38.6%</td>
<td>10.5%</td>
<td>30.4%</td>
<td>13.9%</td>
<td>6.6%</td>
</tr>
<tr>
<td>It is located off campus so that I can take a break from campus (1681)</td>
<td>44.3%</td>
<td>14.8%</td>
<td>27.5%</td>
<td>7.3%</td>
<td>6.2%</td>
</tr>
<tr>
<td>It is a locally-owned restaurant (1672)</td>
<td>45.9%</td>
<td>11.9%</td>
<td>20.4%</td>
<td>7.8%</td>
<td>5.0%</td>
</tr>
<tr>
<td>It is a regional or national brand (1664)</td>
<td>49.2%</td>
<td>12.8%</td>
<td>25.7%</td>
<td>7.5%</td>
<td>4.9%</td>
</tr>
</tbody>
</table>
New Food Type

New food options in the Student Union
(Respondents - 1,712)

- Pizza/Italian Food: 29.2%
- Mexican Food: 27.9%
- Breakfast Foods: 27.1%
- Salad/Soup: 21.3%
- Thai Food: 18.3%
- Sandwiches: 15.3%
- Mediterranean Food: 15.1%
- Sushi/Japanese Food: 14.2%
- Chicken: 13.2%
- Barbeque: 10.2%
Improvements

(Total Respondents – 1,585)

- Price/value: 32.8%
- Healthy food choices: 25.1%
- Food variety and selection: 23.1%
- Service speed: 17.5%
- Late night dining: 16.1%
- Seating availability/configuration: 16.0%
- No changes/improvements are needed: 14.6%
- Weekend service hours: 11.7%
- Weekday evening service hours: 11.7%
- Food quality and preparation: 9.7%
- Authentic ethnic cuisine: 9.6%
- Technology and access options: 7.7%
- Restaurant brands: 7.7%
- Sustainable practices: 6.9%
- Nutritional and/or allergen information: 5.7%
- Dining environment: 4.2%
- Other (please specify): 3.2%
- Customer service: 2.5%
- Meal plan structure and/or use policies: 1.2%
# Ideal Dining Concepts in Student Union

<table>
<thead>
<tr>
<th>Dining Concept</th>
<th>1 - Not interesting</th>
<th>2 - Slightly interesting</th>
<th>3 - Somewhat interesting</th>
<th>4 - Interesting</th>
<th>5 - Very interesting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee house with seating and study area (1680)</td>
<td>8.6%</td>
<td>6.6%</td>
<td>17.1%</td>
<td>22.5%</td>
<td>45.2%</td>
</tr>
<tr>
<td>Convenience store (1666)</td>
<td>13.0%</td>
<td>10.3%</td>
<td>25.6%</td>
<td>20.8%</td>
<td>30.2%</td>
</tr>
<tr>
<td>&quot;Market Street Style&quot; (1664)</td>
<td>8.5%</td>
<td>9.6%</td>
<td>34.0%</td>
<td>25.5%</td>
<td>22.4%</td>
</tr>
<tr>
<td>Sports bar/pub and performance venue (1667)</td>
<td>30.0%</td>
<td>14.0%</td>
<td>22.0%</td>
<td>14.7%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Restaurants with buffet-style service (1656)</td>
<td>26.2%</td>
<td>12.6%</td>
<td>24.0%</td>
<td>18.4%</td>
<td>18.4%</td>
</tr>
<tr>
<td>Shopping Mall Style (1661)</td>
<td>15.9%</td>
<td>13.4%</td>
<td>28.2%</td>
<td>25.4%</td>
<td>17.2%</td>
</tr>
<tr>
<td>Restaurant Style (1669)</td>
<td>24.1%</td>
<td>13.7%</td>
<td>33.4%</td>
<td>14.9%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Restaurants with table service (1659)</td>
<td>44.7%</td>
<td>16.4%</td>
<td>20.5%</td>
<td>10.6%</td>
<td>7.8%</td>
</tr>
</tbody>
</table>
Dining Commons Discussion

1. If Dining Commons stays at current location
   - Current location by residence halls
   - Inconvenient for academic zone
   - Current seating demand
   - Capacity
   - Future of housing

2. If Dining Commons moves to Student Union
   - SU mission
   - Cost and useable space especially after hours
   - Dining hall with some SU functions
   - Common kitchen
   - Might build traffic
   - Transferring transactions vs. building new revenue
   - Meal plan structure
QUALITATIVE RESEARCH STATUS
CAMPUS CAPITAL SURVEY
Highlights & Implications
Includes qualitative data from prior visits

March 19 to April 5, 2019
5,000 invitations sent daily in batches of 500
313 mapping respondents (6% response rate)
196 continued to rest of survey
Campus Capital
Implications for location

Potential Roles for UNLV SU
Implications for program priorities

Student Union and Inclusion
Implications for multicultural/engagement space
### Student Characteristics

<table>
<thead>
<tr>
<th>Enrollment</th>
<th>Survey Count</th>
<th>Survey Percent</th>
<th>UNLV Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>130</td>
<td>90</td>
<td>83</td>
</tr>
<tr>
<td>Graduate/Professional</td>
<td>15</td>
<td>10</td>
<td>14</td>
</tr>
</tbody>
</table>

### Gender

<table>
<thead>
<tr>
<th></th>
<th>Survey Count</th>
<th>Survey Percent</th>
<th>UNLV Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man</td>
<td>96</td>
<td>26</td>
<td>43</td>
</tr>
<tr>
<td>Woman</td>
<td>38</td>
<td>66</td>
<td>57</td>
</tr>
<tr>
<td>Trans/Non-conforming</td>
<td>4</td>
<td>3</td>
<td>No data</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>7</td>
<td>5</td>
<td>No data</td>
</tr>
</tbody>
</table>

### Sexual Orientation

<table>
<thead>
<tr>
<th></th>
<th>Survey Count</th>
<th>Survey Percent</th>
<th>UNLV Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heterosexual</td>
<td>111</td>
<td>78</td>
<td>No data</td>
</tr>
<tr>
<td>LGBTQ</td>
<td>21</td>
<td>15</td>
<td>No data</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>11</td>
<td>7</td>
<td>No data</td>
</tr>
</tbody>
</table>

### Race/Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Survey Count</th>
<th>Survey Percent</th>
<th>UNLV Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Asian</td>
<td>24</td>
<td>17</td>
<td>14</td>
</tr>
<tr>
<td>Native Hawaiian</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>30</td>
<td>21</td>
<td>27</td>
</tr>
<tr>
<td>Multiracial</td>
<td>28</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>Native Am/Am Indian</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>White</td>
<td>48</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>7</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

### International Status

<table>
<thead>
<tr>
<th>International Status</th>
<th>Survey Count</th>
<th>Survey Percent</th>
<th>UNLV Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>3</td>
<td>2</td>
<td>No data</td>
</tr>
<tr>
<td>U.S.</td>
<td>134</td>
<td>92</td>
<td>No data</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>8</td>
<td>6</td>
<td>No data</td>
</tr>
</tbody>
</table>

### Disability Status

<table>
<thead>
<tr>
<th>Disability Status</th>
<th>Survey Count</th>
<th>Survey Percent</th>
<th>UNLV Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>With a Disability</td>
<td>6</td>
<td>4</td>
<td>No data</td>
</tr>
<tr>
<td>No Disability</td>
<td>133</td>
<td>92</td>
<td>No data</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>6</td>
<td>4</td>
<td>No data</td>
</tr>
</tbody>
</table>

Race/Ethnicity generally representative of student population. This survey allowed students to pick more than one race.

Women are overrepresented in the sample; men are underrepresented.
CAMPUS CAPITAL

Measures significance of places

Salience or mindshare

INTELLECTUAL: Where you go to think and create.

SYMBOLIC: Places that make you proud to be part of the UNLV community,

SOCIAL: Where you go to be with friends and meet new people.

RESTORATIVE: Places you go to relax and revitalize.

Use the markers to locate important places on and off campus, and answer the pop-up questions. Try to identify at least two places per category. Use the navigation tools to zoom in and out and pan across the map.

INTELLECTUAL: Places you go to think and create.

SYMBOLIC: Places that make you proud to be a member of the UNLV community.

SOCIAL: Places you go to be with friends and meet new people

RESTORATIVE: Places you go to relax and revitalize.
UNLV students average identified a much smaller number of important places than students at other campuses.

UNLV: 1.8 places per student. This is much lower than most campuses surveyed.
### Social Capital

157 places mapped

SU is the most social place

<table>
<thead>
<tr>
<th></th>
<th>x Mapped</th>
<th>% Social Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Union</td>
<td>51</td>
<td>31%*</td>
</tr>
<tr>
<td>Lied Library</td>
<td>21</td>
<td>13%</td>
</tr>
<tr>
<td>Hospitality Building</td>
<td>5</td>
<td>3%</td>
</tr>
<tr>
<td>SWRC</td>
<td>4</td>
<td>2%</td>
</tr>
</tbody>
</table>

*SU does a lot of social heavy lifting for UNLV.*
### INTELLECTUAL CAPITAL

145 Intellectual Laces

SU is a distant third as a place for study.

<table>
<thead>
<tr>
<th>x Mapped</th>
<th>% Intellectual Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lied Library</td>
<td>61</td>
</tr>
<tr>
<td>TBE</td>
<td>6</td>
</tr>
<tr>
<td>Student Union</td>
<td>5</td>
</tr>
<tr>
<td>Greenspun</td>
<td>3</td>
</tr>
</tbody>
</table>

*Lied does the heavy lifting for intellectual capital.*
RESTORATIVE CAPITAL

154 Places

SU is the most restorative place.

<table>
<thead>
<tr>
<th></th>
<th>x Mapped</th>
<th>% Restorative Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Union</td>
<td>24</td>
<td>18%</td>
</tr>
<tr>
<td>Lied Library</td>
<td>14</td>
<td>11%</td>
</tr>
<tr>
<td>SWRC</td>
<td>12</td>
<td>8%</td>
</tr>
<tr>
<td>Hospitality Hall</td>
<td>7</td>
<td>5%</td>
</tr>
</tbody>
</table>
**Symbolic Capital**

110 Places

SU is the 3rd most symbolic place.

<table>
<thead>
<tr>
<th></th>
<th>x Mapped</th>
<th>% Symbolic Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lied Library</td>
<td>10</td>
<td>11%</td>
</tr>
<tr>
<td>Thomas &amp; Mack</td>
<td>10</td>
<td>11%</td>
</tr>
<tr>
<td>Student Union</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td>Hospitality Hall</td>
<td>5</td>
<td>5%</td>
</tr>
</tbody>
</table>
THE STUDENT UNION SHOULD BE A PLACE TO:

Stay fueled and fed for the day (95%)

Be with friends (93%)

Make the campus feel safer (87%)

Chill and just be (85%)
Stay fueled and fed for the day

95%

90% want “quality food”

75% like “outside dining”

73% want coffee

73% say “get food fast”

Better food choices. I am so tired of fast food.

We need better food options. Many of the places we have are not health conscious.

The places we do have on campus have terrible customer service and do not offer the same quality of food that you could purchase off campus.

We need decent food on campus.
Be with friends.

93%

71% want casual conversation
60% want to people watch
51% said pool, ping pong, foosball
48% want movies and sports on a large screen.
48% said casual study
37% said video games

There should be more space for people to want to hang out in like the gaming space but bigger

Make it bigger. It’s crowded.

Too crowded with so many people doing different things from studying, napping, chilling, or already talking with a group.

The union is too cramped for the sheer amount of students.
From a focus group:

There are times when I will want to go the SU but I’ll be like, It’s dark, it’s late at night. I don’t want to go.

It’s so dark and scary.

There is concern with safety because everything shuts down early.

You can’t walk through the SU and guarantee that someone is going to be there to see if somebody is following you.

The amount of homeless people allowed in the student union without any security to monitor student safety has been concerning for me as well as friends who attend UNLV and family members.

Get rid of the homeless people sleeping there

Get rid of the homeless people

Watch out for the homeless—some of them get out of hand sometimes.
Chill and just be. 85%
Relieve stress. 84%

79% want to power nap.
77% want to enjoy being outside.
68% want to people watch.
33% want meditation or contemplation.
31% want to do yoga, stretch, or pilates.

Separate the lounge areas from the food court. It gets too loud and people that can't find a space to just relax and chill for the day.

More separate, purposeful, dedicated spaces for socializing, relaxing, studying, and entertainment.

Too crowded with so many people doing different things from studying, napping, chilling, or talking with a group. It's just one giant cluster of everyone together in the environment.
THE STUDENT UNION SHOULD BE A PLACE TO:

Diversity & Multiculturalism / Equity & Inclusion (81%)

Foster involvement & leadership (76%)
Bridge cultures, disciplines, & interests 71%

Promote Diversity & Inclusion 69%
Foster involvement & leadership 76%

46% said student org meetings.
THE STUDENT UNION SHOULD BE A PLACE TO:

Stay productive between classes (80%)

Study while staying socially connected (78%)

SURVEY RESULTS:
Stay productive
**Study while keeping social connection**: 80%

**Stay productive between classes**: 74%

46% said quiet study

42% said collaborative study

- **It currently feels like one huge multi-purpose room. It would be nice if it was broken down into sections for different vibes. People could eat, then chill, then study. Not do everything in one giant cafeteria.**

- **I think we should definitely add more designated group study areas, as I believe those are lacking in the Student Union.**

- **Add more of a laid back setting. Some couches for people to chat in or even study.**
42% have developed valuable social connections at SU.

71% say the SU is a good place to bond with friends.

<table>
<thead>
<tr>
<th>Bonding</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Don't know/No basis for opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have developed valuable social connections through my activities at the UNLV Student Union.</td>
<td>17%</td>
<td>27%</td>
<td>25%</td>
<td>16%</td>
<td>17%</td>
<td>10%</td>
</tr>
<tr>
<td>The UNLV Student Union is a good place to bond with friends.</td>
<td>25%</td>
<td>44%</td>
<td>25%</td>
<td>3%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>6%</td>
<td>17%</td>
<td>17%</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Bond with Friends x Ethnicity

Good Place to Bond with Friends

- **African Am**: 9% Strongly Agree, 28% Agree, 23% Neither Agree nor Disagree, 2% Disagree, 4% Strongly Disagree
- **Asian**: 0% Strongly Agree, 13% Agree, 9% Neither Agree nor Disagree, 0% Disagree, 4% Strongly Disagree
- **Hispanic**: 21% Strongly Agree, 9% Agree, 2% Neither Agree nor Disagree, 0% Disagree, 4% Strongly Disagree
- **Multiracial**: 32% Strongly Agree, 32% Agree, 17% Neither Agree nor Disagree, 2% Disagree, 4% Strongly Disagree
- **White**: 38% Strongly Agree, 32% Agree, 17% Neither Agree nor Disagree, 2% Disagree, 4% Strongly Disagree

*Small sample of African American/Black students.*
Bridging
Meet People Outside Typical Circle
Meet People Who are Different From Them

50%: SU is a good place to meet people outside their typical circle.

50%: SU is a good place to meet people different from them.

The UNLV Student Union is a good place to meet people outside of my typical circle of friends and peers.
The UNLV Student Union is a good place to meet people who are different from me.
Meet people who are different from me x Ethnicity

Good Place to Meet People Who Are Different From Me

- **African Am**: Strongly Agree (20%), Agree (21%), Neither Agree nor Disagree (13%), Disagree (4%), Strongly Disagree (6%)
- **Asian**: Strongly Agree (29%), Agree (25%), Neither Agree nor Disagree (8%), Disagree (4%), Strongly Disagree (4%)
- **Hispanic**: Strongly Agree (28%), Agree (34%), Neither Agree nor Disagree (3%), Disagree (4%), Strongly Disagree (4%)
- **Multiracial**: Strongly Agree (36%), Agree (39%), Neither Agree nor Disagree (3%), Disagree (4%), Strongly Disagree (4%)
- **White**: Strongly Agree (32%), Agree (34%), Neither Agree nor Disagree (3%), Disagree (4%), Strongly Disagree (4%)

*Small sample of African American/Black students.*
34% say SU offers activities & experiences that appeal to them. 25% disagree.

38% say the SU makes them want to settle in and linger. 33% disagree.
PLACE ATTACHMENT

Feels welcoming
Is special

40% say SU feels welcoming. 18% disagree

25% agree that the SU is a special place for them. 29% disagree

The UNLV Student Union feels welcoming to me.
The UNLV Student Union is a very special place for me.
EMERGING PROGRAM DRIVERS
1. ENGAGEMENT SUITE

MULTICULTURAL CENTER + STUDENT INVOLVEMENT CENTER
MULTICULTURAL CENTER

STUDENT INVOLVEMENT CENTER

STUDENT SUCCESS

SAFETY and INCLUSION

INvolvement

COMMUNITY

- CENTER/CELEBRATE OWN IDENTITY
- EXPLORE OR LEARN ABOUT OTHER IDENTITY GROUPS
- INTEGRATE WITH CAMPUS
- ‘BELONG’

ENGAGE IN SOCIAL + CO-CURRICULAR ACTIVITIES

ACADEMICALLY + SOCIAL INTEGRATED
2. DINING SPACES
3. VIBRANT SOCIAL + GATHERING + RECREATION SPACE
PROGRAM OF SPACE NEEDS
UNLV – EXISTING GSF
CURRENT STUDENT BODY
MAXIMUM UNION GSF

135,000 SF
30,471
300,471 SF

GSF Union Space per Student

UNLV
Workshop Average
Oakland
<table>
<thead>
<tr>
<th>OPTION A (NSF)</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>LOUNGE</td>
<td>14,485 SF</td>
</tr>
<tr>
<td>MEETING &amp; EVENTS</td>
<td>33,363 SF</td>
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<tr>
<td>ENGAGEMENT SUITE</td>
<td>40,981 SF</td>
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<tr>
<td>RECREATION</td>
<td>7,500 SF</td>
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<tr>
<td>UNION ADMIN &amp; SERVICES</td>
<td>14,870 SF</td>
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<tr>
<td>FOOD SERVICES</td>
<td>27,690 SF</td>
</tr>
<tr>
<td>RETAIL</td>
<td>21,580 SF</td>
</tr>
<tr>
<td>OPERATIONS &amp; MAINT.</td>
<td>6,441 SF</td>
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</table>

| EXISTING GSF  | 58,191 SF |
| RENOVATION SF | 76,809 SF |
| ADDITION SF   | 108,970 SF |

**TOTAL GSF OF OPTION A**  
243,970 SF
<table>
<thead>
<tr>
<th>Area</th>
<th>SECOND UNION (PHASE 1) (NSF)</th>
<th>TWO UNIONS (PHASE 1) (NSF)</th>
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</thead>
<tbody>
<tr>
<td>Lounge</td>
<td>12,500 SF</td>
<td>19,419 SF</td>
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<tr>
<td>Meeting &amp; Events</td>
<td>2,400 SF</td>
<td>33,111 SF</td>
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<tr>
<td>Engagement Suite</td>
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<td>Recreation</td>
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<td>12,511 SF</td>
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<td>Union Admin &amp; Services</td>
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<td>Food Services</td>
<td>25,300 SF</td>
<td>46,478 SF</td>
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<td>Retail</td>
<td>380 SF</td>
<td>2,109 SF</td>
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<tr>
<td>Operations &amp; Maint.</td>
<td>5,150 SF</td>
<td>9,591 SF</td>
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<tr>
<td><strong>Total GSF of Option B1</strong></td>
<td><strong>136,721 SF</strong></td>
<td><strong>251,371 SF</strong></td>
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</tbody>
</table>

*Available Space @ Current Union: 20,350 SF
CONCEPT STUDIES
OPTION A
ADDITION + RENOVATION
OPTION B (PHASE 1) SECOND UNION
SITE LOCATION

SIMPSON COULTER | WORKSHOP

MAY 6-7, 2019
STUDY B – LEVEL 2